

Digital Marketing Specialist Project

By

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Project Planning & Management

- The project is a service called Pencilplan which is a business consultations and digital marketing agency.

Pencilplan Services:-

Business Consultancy

- Business Planning Including generating & remodeling organizational design, Process Management, Communication.
- Generating & complete new or transmittal business plan, which includes a deep market study & promoting internal & external strategies to reach an organization goal.
- Implementation of strategies in all progress, the most suitable use of organize resources internally and externally, including how to overcome competition & gain upon the strategies implemented the operations model to control& monitor progress & results.
- Financial & Resource plan is a core process, in which assessment & analysis take place on which plan is will depend on. thus, upon the assessments financial model. shall be either remodeled, modifying or completely replaced.

Business Model

- Modification or generation of Business Model that is based identifying key problems.
- Identification & formulation of key metrics that are key indication.
- Analyzing cost structure, and modifying key operation`s cost structure.

Marketing Consultancy

- Awareness
- SWOT Analysis
- Marketing Study
- Strategic Marketing
- Branding & Branding Identity
- Integrated Marketing Communication

Strategic Planning

- Analyze performance
- Track progress
- Create new value curve
- Develop marketing
- The main objectives are increasing the awareness and the engagement with Pencilplan presence on social media platforms.
- The main digital platforms are Facebook, LinkedIn, Instagram, TikTok and X. And the main tools are Canva, Zoho Social, Invideo, Google Trends, Youcut, Photoshop and Chatbots.
- All of us doing every type of tasks and content.

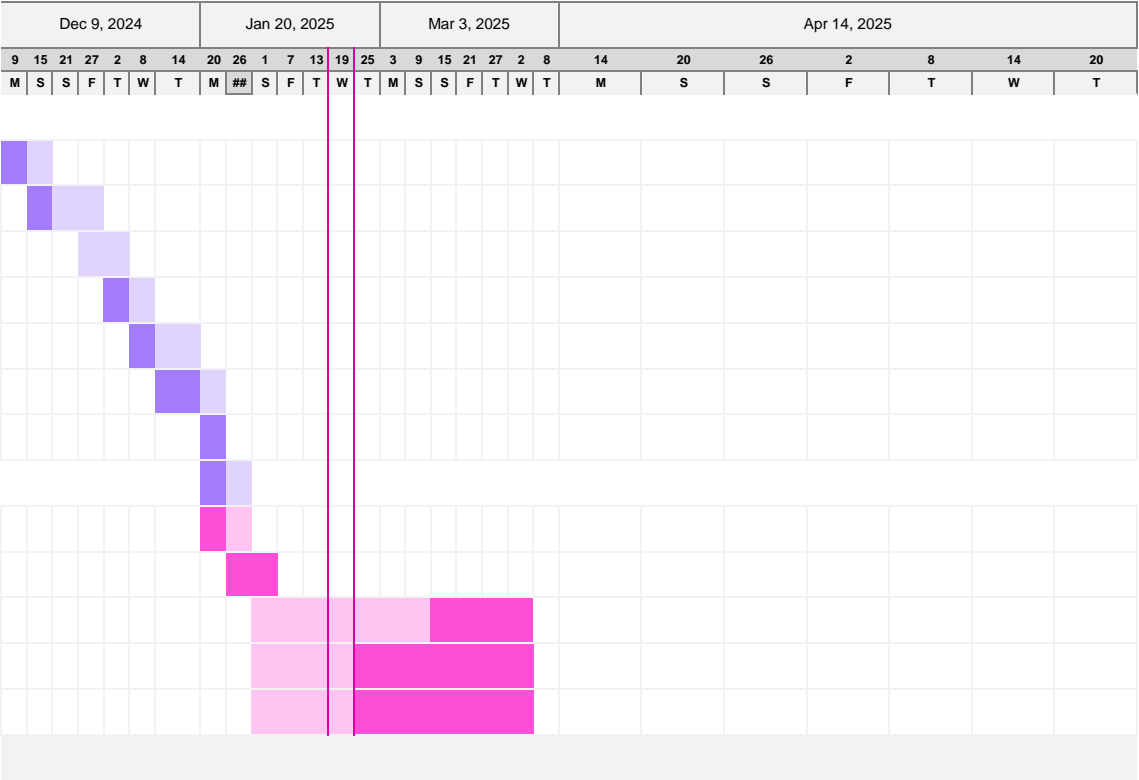
Pencilplan Project

Dr Tamer Elmoghazy Project leader

Project start: **Fri, 12/13/2024**

Display Month: **1**

TASK	ASSIGNED TO	PROGRESS	START	END
Project breakdown				
Market Research	Team Work	100%	12/13/24	12/20/24
Competitor Analysis	Team Work	100%	12/20/24	12/27/24
PEST Analysis &Trends	Team Work	100%	12/27/24	1/3/25
SWOT Analysis	Team Work	100%	1/3/25	1/10/25
Objectives	Team Work	100%	1/10/25	1/17/25
USP	Team Work	100%	1/17/25	1/21/25
7 Ps	Team Work	100%	1/21/25	1/24/25
Content Calender	Team Work	100%	1/24/25	1/31/25
Content Strategy Development	Team Work	100%	1/25/25	1/29/25
Content Creation (Graphics & Text)	Team Work	90%	1/27/25	2/1/25
Scheduling & Publishing	Team Work	65%	2/1/25	4/2/25
Performance Tracking & Optimizator Team Work		40%	2/1/25	4/2/25
Audience Behavior Analysis	Team Work	40%	2/1/25	4/2/25



BCM Review

Business canvas model

Customer Segments

- Startups
- Small and Medium Enterprises (SMEs)
- Entrepreneurs
- Nonprofits & Community Organizations
- Personal Brands

Value Proposition

- Creating consistent & strategic growth plans
- Enhance strengths
- Raising efficiency

Channels

- Facebook Page
- Instagram Profile
- LinkedIn Page
- Company Website
- Cold Calls
- Personal Network Meetings

Key Partners

- Accountant
- Production
- Photographer
- Graphic Designer
- Off-line Media Buying
- Web & App Development
- Virtual & Augmented Reality agency

Cost Structure

- Employees
- Rent
- Prints
- Office supplies
- Facilities

Customer Relationships

- Social Media
- Calls
- Proposal
- Meetings

Revenue Streams

- Service Provided
- Commission

Key Activities

- Market Research
- Client Approach
- Project MGMT

Key Resources

- Employees (10: 15 Employee)
- Technologies
- Office Supplies

Competitor Analysis

FACEBOOK PAGE	Peak Advertising Agency
Likes	10 K likes • 10 K followers
Av. Post	likes 4 likes per post 5 post per week
Action button	WhatsApp Business
Messenger	not Automated
Website link	☑
LinkedIn link	No
TikTok link	No
You tube link	No
Instagram link	No
About	☑
recommend	Yes
Reviews	No reviews
Facebook group link	No
YouTube channel	No
Contact info	☑
Details about page	☑
Page owner details	No
Videos	☑
Reels	☑
live videos Groups	No
Page transparency	The February 2016-created page is managed by 8 people: 1 from Saudi Arabia and 7 from Egypt. The page's name has not been changed.
TARGET AUDIENCE	The company targets the Egyptian and Saudi markets.
Photos	☑
NOTES	They publish Success Partners , and they are frequently mentioned. They post a lot of Reels , but engagement on posts is low.
HASHTAG #	#Advertising #contentcreator #digitalmarketing #creativity #eventopening
ADS	The page has not run any ads, whether organic or paid .

LinkedIn

Followers: 2K

About: ☑

Company size: 51-200 employees

Posts : Not frequent

2 posts per month

Likes: 3 likes per post

Engagement is very low, with a **low posting frequency**, no comments, and a **low number of likes**.

The **Facebook page** is linked to **LinkedIn**.

Instagram

Followers: 100 K

Posts: 339

Engagement on this page is **better than their other pages**.

The content is **diverse**, including **Reels, photos, and videos**.

Website

It is **comprehensive and well-structured**, featuring their **pages, clients, and services**.

There is **color and logo consistency**, along with **contact options via phone number and email**.

FACEBOOK PAGE	Technowireless
Likes	<u>9K likes</u> • <u>9.1K followers</u>
Av. Post	likes 1-2 likes per post - 1 post per month
Action button	Call No.
Messenger	not Automated
Website link	Yes
LinkedIn link	No
Tik Tok link	No
You tube link	No
Instagram link	No
About	<input checked="" type="checkbox"/>
Reviews	yes 6
Facebook group link	no
YouTube channel	no
ads	no
Details about page	<input checked="" type="checkbox"/>
Page owner details	no
Videos	<input checked="" type="checkbox"/>
<u>Reels</u>	No
live videos <u>Groups</u>	No
Page transparency	Managing 9 admins created 20/6/2010 changed name from ((TWDA)) at 2015
TARGET AUDIENCE	The company targets both the Egyptian and Saudi markets.
<u>Photos</u>	<input checked="" type="checkbox"/>
NOTES	The posts focus more on global days, religious holidays, and completed projects

LinkedIn

Technowireless, a SAB Holding company

Followers: 3K

About: ☒

Company size: 51-200 employees

Posts: frequent // 1 posts per month

Likes: Av. 2 likes per post

Engagement is **very low**, with a **low posting frequency**, no comments, and a **low number of likes**.
The **Facebook page is not linked** to any other platform.

Instagram

Followers: 1.279

Posts: 329

Highlights: yes

Website link: yes

It is **more active than Facebook and LinkedIn**.
The content is **diverse**, including **Reels, photos, and videos**.

Website

It is **comprehensive and well-structured**, featuring their **pages, clients, and services**.
There is **color and logo consistency**, along with **contact options via phone number and email**.

FACEBOOK Page	BEE Marketing
Likes	<u>9 K likes</u> • <u>9.6 K followers</u>
Av. Post	likes 0 likes per post - 1 post per month
Action button	WhatsApp Business
Messenger	not Automated
Website link	No
LinkedIn link	No
Tik tok link	No
You tube link	No
Instagram link	No
About	<input checked="" type="checkbox"/>
recommend	No
Reviews	No reviews
Facebook group link	No
YouTube channel	No
Contact info	<input checked="" type="checkbox"/>
Details about page	<input checked="" type="checkbox"/>
Page owner details	No
Videos	No
<u>Reels</u>	No
live videos <u>Groups</u>	No
Page transparency	The page was created in April 2016 and is managed by two people from Egypt . Its original name was " بوستات ", then changed to " بوستاتي ", before adopting its current name .
TARGRT AUDIENCE	The company targets the Egyptian market .
<u>Photos</u>	<input checked="" type="checkbox"/>
NOTES	They mention their services in every post . Posting stopped in 2022 . They offer discounts on Black Friday . They share samples of their work with clients , but there is no engagement on the posts .
HASHTAGS #	#logodesign #marketing #branding #graphicdesign #دعايا
ADS	The page has not run any ads, whether organic or paid .

FACEBOOK PAGE	Value business planning
Likes	<u>15K likes</u> • <u>14K followers</u>
Av. Post	likes 8 likes per post - 5 post per week
Action button	WhatsApp Business
Messenger	not Automated
LinkedIn Instagram You tube Tik Tok Website link	Yes
About	<input checked="" type="checkbox"/>
Reviews	No reviews
Facebook group link	<input checked="" type="checkbox"/>
YouTube channel Contact info Details about page Page owner details	<input checked="" type="checkbox"/>
Videos	<input checked="" type="checkbox"/>
<u>Reels</u>	<input checked="" type="checkbox"/>
live videos <u>Groups</u>	No
Page transparency	The page was created in September 2023 and is managed by four people from Egypt . It is currently running ads , and its name has never been changed .
TARGRT AUDIENCE	The company targets both the Egyptian and Saudi markets .
<u>Photos</u>	<input checked="" type="checkbox"/>
NOTES	The company's posts vary between: <ul style="list-style-type: none"> HR and management tips Advertisements for company services Greetings for official holidays Showcasing completed projects <p>The page always announces a 30% discount on feasibility studies during national holidays and special Egyptian occasions. Customer reviews appear as posts sharing clients' opinions on the business plans executed for them.</p>
EVENTS Egypt projects	The company covered the event , capturing its dedicated segment and filming the employees . Most employees are between 30 and 45 years old .
HASHTAGS #	#Feasibility_Study #Planning #Our_Projects #Egypt_Projects #Building_Egypt's_Future #The_Most_Advanced_Exhibition #Value_Business_Planning
OFFERS	The company offers a free consultation for your project.
ADS	The page is currently running ads . Key content includes: Essential components for your project's success Book a free consultation with top experts in the Middle East An educational post on starting a feasibility study and its proper planning

FACEBOOK Page	viral 21
Likes	<u>7.3K likes • 7.3K followers</u>
Av. Post	3 post per week // likes 5-6
Action button Phone number	No
Messenger	Automated
Website link	Yes
LinkedIn link	Yes
Instagram link	Yes
About	<input checked="" type="checkbox"/>
recommend	NO
Reviews	(78 Reviews)
Facebook group link	No
YouTube channel	<input checked="" type="checkbox"/>
Contact info	<input checked="" type="checkbox"/> +Mobile number
Details about page	<input checked="" type="checkbox"/>
Page owner details	<input checked="" type="checkbox"/>
Videos	<input checked="" type="checkbox"/>
<u>Reels</u>	<input checked="" type="checkbox"/>
Page transparency	The page's name has never been changed. It was created in 2014 . The page is currently running ads . It is managed by six people from Egypt .
live videos <u>Groups</u>	<input checked="" type="checkbox"/>
<u>Photos</u>	<input checked="" type="checkbox"/>
NOTES	<ul style="list-style-type: none"> The company relies on a lot of videos featuring employees, including funny videos that introduce them. Posts are a mix of Arabic and English. Three paid ads have been run. They use funny memes in their content. The page showcases all past projects. They offer product design, packaging, and branding services. The page highlights all company events and office decorations. It focuses on connecting clients with employees. The company frequently advertises job vacancies

FACEBOOK Page	Boost eMarketing
Likes	<u>74K likes • 74K followers</u>
Av. Post	likes 6-5
Action button Phone number	WhatsApp Business
Messenger	not Automated
Website link	×
LinkedIn link	×
Instagram link	×
About	<input checked="" type="checkbox"/>
recommend	100%
Reviews	(78 Reviews)
Facebook group link	<input checked="" type="checkbox"/>
YouTube channel	<input checked="" type="checkbox"/>
Contact info	<input checked="" type="checkbox"/>
Details about page	<input checked="" type="checkbox"/>
Page owner details	<input checked="" type="checkbox"/>
Videos	<input checked="" type="checkbox"/>
<u>Reels</u>	<input checked="" type="checkbox"/>
live videos <u>Groups</u>	<input checked="" type="checkbox"/>
<u>Photos</u>	<input checked="" type="checkbox"/>

Net Arabia

Items <https://www.facebook.com/NetArabia>

name Net Arabia

address

Egypt: Qena, Qena Governorate, Egypt – Al-Kawthar Building, Metro Market

UAE: Abu Dhabi – Office No. 4, 19 Al-Bawakher Street, Al Dana, Abu Dhabi, UAE

Saudi Arabia: Dammam – King Faisal Bin Abdulaziz, Al-Mazrooiya, Dammam 32414

Website & Contact: +20 10 05454676// info@netarabia.com

Business Description A global digital marketing agency specializing in web design, social media, SEO, and Google Ads.

Followers/Likes 21K followers //// 18K likes

Creation Date October 29, 2013

Customer Reviews 96% recommendation (36 reviews)

Ads No active ads

Posting Frequency 2 posts every 15 days

Response Time Very slow, almost a full day

Average Likes per Post 100 likes

Target Audience Business owners in the Egyptian, Saudi, and UAE markets

Notes The company is relatively large with three branches and prioritizes customer experience. Based on personal experience, they are dedicated to meeting customer requests.

items Instagram

name Net Arabia

Verification Verified Page

total posts 282

Comments per Post: A global digital marketing agency specializing in web design, social media, SEO, and Google Ads.

Engagement Rate: 0.17%

Bio A Global Digital Marketing Agency 

Helping Ignite Your Business Brand 

Followers 8183

Ads No active ads

Posting Frequency One post per month

Response Time Very slow, almost a full day

Likes 100 like

target audience Business owners in the Egyptian, Saudi, and UAE markets

Notes The company is relatively large with three branches and prioritizes customer experience. Based on personal experience, they are dedicated to meeting customer requests.

item YouTube

channel name Net Arabia

channel link Net Arabia

subscribers 255

Total Videos 44

total views 29,840

join date December 7, 2013

playlists 3

Average Views per Video 600 views

notes • No engagement on the channel, and very low video posting frequency.

INTERNAL STRENGTHS

- ✓ Comprehensive Services
- ✓ Flexible Business Model
- ✓ Strong Partnerships
- ✓ Multi-Channel Presence
- ✓ Clear Value Proposition
- ✓ Structured Service Packages
- ✓ Expertise in Target Audience Needs
- ✓ Digital Marketing Strengths
- ✓ Website Highlights
- ✓ Data-Driven Approach

INTERNAL WEAKNESSES

- ✗ Manpower is insufficient for the workload.
- ✗ capital does not cover all costs needed.
- ✗ Quarterly service fees are high compared to monthly costs.
- ✗ Both FB and Instagram pages have few followers, infrequent posts, and minimal engagement.
- ✗ The FB page only features infographics, and there are no reels, videos, captions, or highlights, there is no FB page link on the Instagram account.
- ✗ The LinkedIn profile has a non-main logo cover photo, lacks followers and posts from the past year, shows no interactions, has only one post about success partners, and no hiring announcements.
- ✗ The website is blocked from indexing and lacks a <title> element and meta description.

EXTERNAL OPPORTUNITIES

- ✓ Government initiatives support startups and digital transformation.
- ✓ A young, tech-savvy population is utilized for creative marketing.
- ✓ There's a growing demand for digital consultancy services and e-commerce.
- ✓ Social awareness of project planning is increasing.
- ✓ Import and export laws are being updated for the Egyptian market.
- ✓ Companies are organizing departments into specialized sections.
- ✓ New markets are easier to enter without shipping and production barriers.
- ✓ Many entrepreneurs are young and inexperienced in project planning.
- ✓ There is potential to attract customers despite being new to the market.
- ✓ Public-private partnerships are creating new investment opportunities.

EXTERNAL THREATS

- ✗ Navigating regulatory changes, taxes, and cultural restrictions is vital.
- ✗ Economic downturns pose challenges
- ✗ Fluctuating currencies and inflation can greatly impact global advertising costs.
- ✗ The competitive landscape is fierce, with many agencies on all platforms.
- ✗ Adapting quickly to marketing trends and algorithms is essential.
- ✗ Utilizing AI tools can enhance account management and effectiveness.
- ✗ Competitors are solidifying their presence on social media, making visibility crucial.
- ✗ Agencies that showcase their portfolios and successes can inspire potential clients to choose them.

We are working with SOSTAC Model Strategy

Top Digital Marketing Strategies in 2024

The digital marketing world is evolving fast, and brands that keep up with the latest strategies are the ones that stand out. Here are the key trends shaping the industry right now:

- **AI-Powered Personalization** – AI is making marketing smarter by tailoring content, emails, and ads to individual preferences, increasing engagement and conversions.
- **Short-Form & Live Video** – Platforms like TikTok, Instagram Reels, and YouTube Shorts are dominating. Live streaming for Q&As and product launches boosts real-time interaction.
- **Influencer & Micro-Influencer Marketing** – Consumers trust real, relatable influencers more than big-name celebrities. Brands are focusing on niche influencers with loyal followings.
- **Voice Search & Conversational SEO** – More people are using voice assistants, so brands need to optimize content with natural, question-based phrases.
- **Social Commerce & Shoppable Content** – Instagram, Facebook, and TikTok now make it easier to shop directly within the app, cutting out extra steps for customers.
- **Privacy & Ethical Marketing** – With data privacy concerns growing, brands are focusing on transparency, first-party data collection, and building genuine trust with consumers.
- **Sustainability & Purpose-Driven Branding** – Customers prefer brands that align with their values, whether it's eco-friendliness, social responsibility, or ethical business practices.

The Most Suitable Ways for Pencilplan Are:

1. AI-Powered Personalization

Since you provide marketing consultancy, using AI-driven analytics to offer personalized recommendations to clients can set you apart. AI helps tailor content strategies, automate reports, and optimize ad campaigns for better ROI.

2. Short-Form & Live Video Marketing

Your social media presence needs improvement (as per your SWOT analysis), so leveraging Reels, TikTok, and LinkedIn videos can boost visibility. Live Q&A sessions, marketing trend breakdowns, and client case studies can position Pencilplan as an industry expert.

3. Influencer & Thought Leadership Marketing

Since Pencilplan is still growing its audience, collaborating with micro-influencers in the business and marketing space (especially on LinkedIn and Instagram) can help establish authority. Additionally, positioning your team as thought leaders by sharing insights on industry trends will boost credibility.

4. Social Commerce & Shoppable Content

If Pencilplan offers digital products (like courses, templates, or guides), integrating social commerce on LinkedIn, Instagram, or Facebook can be a game-changer. Also, guiding clients on how to leverage these features will make your services more valuable.

5. Privacy & Ethical Marketing

With increasing concerns about data privacy and ad tracking, businesses are looking for marketing strategies that align with compliance (GDPR, PDPL). Advising clients on first-party data collection, ethical advertising, and transparent marketing can be a major selling point for Pencilplan.

6. Sustainability & Purpose-Driven Branding

Clients today want more than just marketing—they want a brand with a purpose. Pencilplan can differentiate itself by promoting ethical, transparent, and sustainability-focused marketing strategies, helping businesses build authentic connections with their audience.

Successful Digital Marketing & Consultancy Projects – Analysis

1. VaynerMedia (Global – USA, Europe)

What They Do:

A digital marketing agency founded by Gary Vaynerchuk, specializing in social media marketing, content creation, and branding strategies.

Key Strategies & Tools:

- Short-Form Video: **Heavy use of TikTok, Instagram Reels, and LinkedIn videos for brand engagement.**
- Personal Branding: **Gary Vee's presence on social media makes the agency more relatable and authoritative.**
- Data-Driven Content: **Uses AI-powered analytics to create highly engaging content.**

Lesson for Pencilplan:

- **Invest in thought leadership by positioning key team members as industry experts.**
- **Focus on short-form video and micro-content to boost engagement and awareness.**
- **Use AI-powered tools for data-driven content strategies.**

2. WEB profits (Australia & Global)

What They Do:

A growth-focused digital consultancy helping businesses scale through performance marketing and automation.

Key Strategies & Tools:

- Growth Marketing Approach: **Focuses on rapid testing and optimization.**
- Marketing Automation: **Uses tools like HubSpot, Marketo, and Active Campaign for lead generation.**
- Cross-Platform Marketing: **Combines SEO, PPC, content, and social media for maximum impact.**

Lesson for Pencilplan:

- **Implement growth marketing techniques to optimize campaigns quickly.**
- **Use marketing automation tools to streamline processes and nurture leads.**
- **Offer a multi-channel approach combining SEO, PPC, and social media for clients.**

3. FP7 McCann (Middle East, Egypt)

What They Do:

One of the leading advertising and digital marketing agencies in MENA, **known for creative and data-driven campaigns.**

Key Strategies & Tools:

- Localized & Cultural Marketing: **Creates campaigns tailored for the** Egyptian and Middle Eastern audience.
- Emotional Storytelling: **Uses impactful storytelling for** higher audience connection.
- AI & Consumer Insights: **Leverages AI-driven insights to understand consumer behavior.**

Lesson for Pencilplan:

- Use cultural insights **to craft highly relevant marketing strategies.**
- **Incorporate** storytelling **into brand campaigns to** increase engagement.
- **Utilize** AI tools for market research **and** consumer sentiment analysis.

4. MO4 Network (Egypt)

What They Do:

A full-service digital agency in Egypt **known for working with top brands like** Gucci, Uber, and Coca-Cola.

Key Strategies & Tools:

- Influencer & Social-First Marketing: **Heavy focus on Instagram, TikTok, and celebrity collaborations.**
- Digital PR & Viral Content: **Creates** trendy, shareable content **that gains massive organic reach.**
- Branded Content Production: **Produces** high-quality visuals and video content **for premium brands.**

Lesson for Pencilplan:

- **Strengthen** influencer partnerships and collaborations.
- **Focus on** high-quality content production (**graphics, videos, and interactive content**).
- **Leverage** viral marketing tactics **to gain organic reach.**

5. Rise Up Summit (Egypt – Event & Digital Growth Hub)

What They Do:

A startup ecosystem and consultancy platform **that helps businesses connect, grow, and expand.**

Key Strategies & Tools:

- Community-Driven Growth: **Builds a** strong business community **through online and offline events.**
- Omnichannel Marketing: **Uses** social media, email marketing, and partnerships **to drive engagement.**
- Educational Content & Workshops: **Provides startups with** valuable digital marketing insights.

Lesson for Pencilplan:

- **Focus on** community-building efforts (e.g., **hosting webinars or networking events**).
- **Offer** educational content **to establish authority and attract clients.**
- Use omnichannel strategies **to reach a wider audience.**

Trends

Trends in Egypt's Digital Marketing and Consulting Landscape

The digital marketing and consulting industries in Egypt have been undergoing rapid changes influenced by global trends, adopting newer technologies, and meeting emerging local market demands. The key trends marking these industries are as follows:

1. Digital Transformation and AI-Powered Services

- **Digital Transformation Growth:** Egyptian businesses, more so the SMEs, reach for consulting to go onto digital platforms, formulate strategies, automate processes to enhance customer experiences.
- **Integration of AI:** AI-enabled tools have taken up work related to creating content, analytics of data, automating customer services, and keeping track of performances. This freeing up professionals' time to strategize work and run campaigns effectively.

2. Movement to Digital and Data-Led Advertising

- **Digital Advertising Surge:** Increased internet penetration and smartphone usage have accelerated the shift from traditional media to digital. Platforms like Facebook, Instagram, TikTok, and Twitter dominate advertising efforts, offering personalized and engaging interactions.
- **Data-Driven Strategies:** Marketers are leveraging data analytics to understand consumer behavior, enabling highly targeted and personalized campaigns that yield better ROI.

3. Influencer Marketing

- **Rising Influence:** Brands are increasingly partnering with influencers to reach a younger audience. The partnerships work very well because of the credibility and loyal followings of the influencers, thus making them a cornerstone of modern advertising strategies.

4. E-Commerce Growth and Mobile-First Marketing

- **e-commerce expansion:** As Egyptian e-commerce is growing very fast, brands adopt omnichannel strategies. Social commerce, chatbots, and AI-driven personalization will bridge the gap between online and offline shopping.
- **Mobile Optimization:** As more than 90% of active internet users access the web through smartphones, every business focuses on mobile-responsive websites and content design for better user experience and engagement.

5. Content and Video Marketing

- **Content Creation:** Continuous investment in content marketing through blogs, videos, and infographics persists. This goes hand in glove with the growing relevance of SEO and consumer attention by way of useful resources.
- **Video and Live Streaming:** Video remains one of the most superior ways to engage consumers. Live streaming, especially of product launches and events, creates real-time engagement and strengthens brand relationships.

6. Localized and Regional Marketing

- **Localized Content:** Brands have been working on making content that engages with the Egyptian culture and the essence of the dialect, and addresses relevant topics of interest.
- **Regional Growth:** Enterprises expand their activities into the wider MENA region, taking advantage of commonalities of language and culture.

7. Sustainability and CSR

- **Eco-Friendly Marketing:** Sustainability-focused campaigns are gaining traction, appealing to environmentally conscious consumers.
- **CSR Initiatives:** Companies increasingly integrate corporate social responsibility into their branding by supporting social causes and charity efforts, resonating strongly with younger audiences.

8. Search Engine Optimization and Voice Search

- **SEO Strategies:** With increased reliance on search engines like Google, businesses invest in improving their search rankings to attract more traffic.
- **Voice Search Optimization:** The rise of voice-activated searches means businesses evolve in ways to make brand interactions easy for consumers using smart speakers and assistants.

9. Freelance and Agile Consulting

- **Freelance Economy:** The broadening freelance economy for consultants in Upwork and Freelancer encompasses a wide realm of specialized services, starting from digital marketing and IT solutions to business development.
- **Agile Consulting Practices:** Agile methodologies in consulting are increasingly being adopted; these allow businesses to manage projects flexibly and adapt quickly to emerging changes.

PEST Analysis

Political Factors

1. Government Policies and Regulations

- Encouragement of SMEs through initiatives like tax incentives and programs such as "Digital Egypt for Entrepreneurs."
- The PDPL has been implemented, thereby regulating e-commerce and data privacy.
- A tax levy on digital advertisement platforms will be imposed soon, and it may impact the cost of using platforms such as Facebook and Google Ads.

2. Political Stability

- There is more political stability now than in the previous decades, and this makes the 2010s the best time to invest in the areas of digital marketing and business management.
- Regional instability may also pose risks in the longer term.

3. Economic Reform Programs

- Government reform programs, such as Vision 2030, focus on digital transformation and entrepreneurship.
- The public-private partnership in development projects offers a variety of opportunities for consultancies.

4. Censorship and Media Control

Some types of content are restricted, and thus marketing strategies should be carefully worked out to keep in mind the cultural sensitivities.

Economic Factors

1. Economic Growth

- The economy of Egypt is growing at a steady pace, with growth witnessed across industries such as tourism, energy, technology, and e-commerce.

2. Exchange Rate Volatility

- Fluctuations within the Egyptian pound's value affect the cost of digital ads bought in USD and other currencies.

3. Consumer Spending Power

- A growing middle class increases spending, raising demand for consultancy and marketing services, while purchasing power varies across various demographics.

4. Market Competition

- Low entry barriers in digital marketing create intense competition from both local and international players.

5. Unemployment and Freelancing

- High unemployment forces the younger generation into freelancing with their service offerings in digital marketing and business management.

Social Factors

1. Demographics

- Egypt boasts a population of more than 100 million people, over 60 percent of whom are below 30 years and present a perfect market for different digital platforms.

2. Consumer Behavior

- Increasing dependence on e-commerce and social media to make purchases or decisions on certain purchases.
- Confidence is rapidly growing in e-commerce yet will remain somewhat limited in the smaller market segments and demands work in building up customer confidence.

3. Cultural Sensitivity

Traditional values and Islamic culture are a strong basis for marketing strategies.

Differences in consumer behavior in the different regions of Egypt also demand diversified strategies.

4. Education and Skills

Increased digital literacy among youth offers a great avenue for innovative, effective, and specific marketing campaigns.

Technological Factors

1. Digital Transformation

- The rapid adoption of AI, automation, and analytics improves marketing efficiency. • The expansion of 5G networks enhances the possibility of mobile marketing.

2. Social media and Tools

- Dominance by platforms such as Facebook, Instagram, TikTok, among others, and tools including Meta Ads Manager and Google Analytics.
- SaaS solutions such as CRMs and marketing automation tools are becoming an inseparable part of running the business.

3. Smartphone and Internet Penetration

- High smartphone usage makes mobile-friendly campaigns indispensable, supported by the improvement in internet infrastructure.

4. E-commerce Growth

- This has been catalyzed by things like the websites Jumia and Noon, thereby demanding more creative and personalized marketing campaigns.

5. Cybersecurity and Data Privacy

- International legislation, such as GDPR, needs to be complied with for cross-border clients.
- Consumer awareness of data protection affects marketing activities.

Opportunities and Challenges

Opportunities:

- Government initiatives for the support of startups and digital transformation.
- Leveraging the young, tech-savvy population for creative marketing campaigns.
- Rising demand for digital-first consultancy services and e-commerce platforms.

Challenges:

- How to adapt to the regulatory changes, taxes, and cultural restrictions
- How to be competitive in a market with several low-cost options
- How to handle the impact of fluctuating currencies and inflation on worldwide advertising costs

Requirements Gathering

Audience Behavior Analysis Across Digital Channels

1. Facebook

Most pages have a significant number of followers, but engagement rates are low.

Some pages maintain a regular posting schedule (e.g., Peak Advertising, Value Business Planning), while others post infrequently (e.g., BEE Marketing, Technowireless).

Higher engagement pages utilize videos and Reels frequently (e.g., Boost eMarketing).

Paid advertisements are rarely used among competitors, except for "Value Business Planning" and "Viral 21."

Pages that share diverse content (tips, success stories, discounts) see higher engagement rates.

2. Instagram

Pages with a large following (e.g., Peak Advertising) achieve better engagement compared to Facebook.

Most engaging content: Reels, photos, and videos outperform text-based posts.

Some pages, like "Net Arabia," have a strong presence but low engagement rates.

3. LinkedIn

Most competitor pages have limited followers (under 3K).

Posting frequency and engagement levels are very low (one or two posts per month).

Primarily used for company updates rather than active community engagement.

4. YouTube

Competitor channels generally lack consistent activity.

"Boost eMarketing" has 881 subscribers but low average views (~50 per video).

"Net Arabia" has a slightly better view count (~600 per video) but posts infrequently.

Conclusion & Recommendations

Focus on short-form video content (Reels) on Instagram and Facebook to boost engagement.

Leverage paid advertising since competitors are underutilizing it.

Improve LinkedIn engagement by posting valuable content more frequently.

Enhance YouTube activity by publishing educational or promotional content regularly.

Adopt Net Arabia's customer experience approach by enhancing response time and engagement.

Tools Used:

- Canva
- InVideo AI
- Zoho Social
- InShot
- Chatbots

Gender	Male	Male	Male	Male
Marital Status	Married	Married	Married	Married
City	Cairo	Cairo	Cairo	Cairo
Income	10000:15000	10000:15000	10000:15000	10000:15000
Education	Faculty of commerce	Faculty of commerce	Faculty of commerce	Faculty of commerce
job	Social Media Specialist	Social Media Specialist	Social Media Specialist	Social Media Specialist
Fears	عدم القدرة على تحقيق الاهداف المطلوبة	النصب او الفشل	غلق او تصفية الشركة	الاسعار تكون زيادة عن الخدمة المقدمة
Needs	self-branding	branding himself as photographer منشئ محتوى رقمي	يحتاج إلى من يوجهه في البيزنس يحتاج من يصمم له هوية بصرية للشركة التي منتجها لتنمية مهارات ذوي الاحتياجات الخاصة	حملات تسويقية على قنوات التواصل الاجتماعي المختلفة
Goals	Making new customers (Customized Campaign)	Making Growth Every Year	Leader in the industry	Control his business (Cost & Time Management)
Interests	التصوير	تطوير عقاري تسويق	السفر	البيزنس والماركتينج
Age	From 30 to 35	From 30 to 35	From 30 to 35	From 30 to 35

Survey Implementation and Customer Insights Analysis

1. Research Methodology:

We conducted a survey within specialized digital marketing groups on **Facebook**, targeting customers and industry professionals to understand their needs and expectations.

- **Research Tool:** We used an online survey via **Google Forms**.
- **Number of Participants:** (Specify the actual number, e.g., 150 respondents).
- **Target Audience:**
 - We engaged digital marketers.
 - We included entrepreneurs.
 - We surveyed e-commerce business owners.

2. Survey Focus Areas:

- We explored the challenges faced by digital marketers.
- We analyzed the most commonly used tools and platforms in digital marketing.
- We identified the key needs and expectations of users.

3. Key Findings and Data Analysis:

- **70% of respondents** indicated that **managing advertising campaigns** is a major challenge.
- **60% stated** that they require **more advanced data analytics tools** to better understand customer behavior.
- **45% of participants** believe that **content marketing** is the most effective strategy for attracting customers.

4. Participant Quotes:

“We struggle with accurately identifying the target audience due to the lack of precise analytics tools.”

“We need advanced training programs in digital marketing to enhance our skills.”

5. Recommendations Based on Findings:

- We recommend developing **advanced analytics tools** to gain deeper insights into user behavior.
- We suggest providing **specialized training programs** on modern digital marketing strategies.

We propose enhancing **advertising campaign management solutions** to improve efficiency and cost-effectiveness.

Buyer Persona Table

Category	Ahmed Asaad	Mohamed Naguib	Ahmed Abo El Nasr	Khaled Fouad
Age	36	32	35	43
Gender	Male	Male	Male	Male
Occupation	Entrepreneur	Product Design Engineer	Business Development Manager	CEO & Chairman of Naser El Din Co.
Goals	<ul style="list-style-type: none"> -Becoming a successful business owner -Achieving growth every year -Establishing himself as a leader in the industry 	<ul style="list-style-type: none"> -Making new customers -Personal & professional development 	<ul style="list-style-type: none"> -Controlling his business -Expanding market presence 	<ul style="list-style-type: none"> -Business growth every year -Strengthening brand identity
Challenges	<ul style="list-style-type: none"> -Acquiring new customers -Managing business finances - Budgeting effectively 	<ul style="list-style-type: none"> -Finding innovative ideas -Expanding network 	<ul style="list-style-type: none"> -Managing workload efficiently -Business marketing strategies 	<ul style="list-style-type: none"> -Maintaining consistent business growth -Enhancing market positioning
Likes	<ul style="list-style-type: none"> -Reading -Coffee -Sports 	<ul style="list-style-type: none"> -Cycling & walking -Learning new ideas -Charity work 	<ul style="list-style-type: none"> -Business marketing -Management strategies 	<ul style="list-style-type: none"> -Business&marketing -Engaging with online platforms
Dislikes	<ul style="list-style-type: none"> -Videogames -Desserts -Watching TV 	<ul style="list-style-type: none"> -Lack of innovation -Poor communication 	<ul style="list-style-type: none"> -Unstructured work -Poor business planning 	<ul style="list-style-type: none"> -Market instability -Economic downturns
Personality Traits	<ul style="list-style-type: none"> -Ambitious -Cheerful -Easygoing 	<ul style="list-style-type: none"> -Analytical -Curious -Problem-solver 	<ul style="list-style-type: none"> -Strategic thinker -Goal-oriented -Visionary 	<ul style="list-style-type: none"> -Strong leadership skills -Business-savvy -innovative
Products of Interest	<ul style="list-style-type: none"> -Software -Cars -Gifts 	<ul style="list-style-type: none"> -Books -Business tools -Educational programs 	<ul style="list-style-type: none"> -Marketing tools -Business solutions -Management software 	<ul style="list-style-type: none"> -Real estate investments - Business expansion tools

System Analysis & Design

Digital Marketing Strategy

We have developed a comprehensive digital marketing strategy that leverages the most effective channels and platforms to reach our target audience and achieve optimal results. Below is a detailed breakdown of each component and the actions we have taken:

1. Social Media Marketing

Platforms Used: Facebook, Instagram, LinkedIn, TikTok

We utilized social media to enhance brand awareness, foster engagement, and build strong relationships with our target audience. Our approach included:

- Selecting the most relevant platforms based on audience research and market analysis.
- Creating diverse and engaging content including interactive posts, short videos, and infographics to drive engagement.
- Scheduling and consistently publishing content using content management tools to maintain a strong digital presence.
- Launching paid advertising campaigns to increase reach, attract new customers, and boost conversion rates.

2. Search Engine Optimization (SEO)

Channels Used: Google Search, Google Search Console, Google Analytics

We focused on optimizing our website for organic search visibility and increasing targeted traffic through:

- Conducting in-depth keyword research to identify and target high-value search terms.
- Enhancing website structure and user experience (UX/UI) to improve loading speed and navigation.
- Creating SEO-friendly content such as blog articles enriched with relevant keywords.
- Building high-quality backlinks to strengthen website authority and improve search rankings.
- Tracking performance and analyzing data using Google Analytics and Google Search Console to refine our SEO strategy.

4. Paid Advertising (PPC)

Platforms Used: Google Ads, Facebook Ads, Instagram Ads, LinkedIn Ads

We implemented paid advertising campaigns to drive fast and measurable results by:

- Developing highly targeted ad creatives tailored to audience preferences.
- Selecting the most suitable advertising platforms based on user behavior and demographics.
- Continuously optimizing ad performance through data-driven adjustments to maximize return on investment (ROI).
- Utilizing retargeting campaigns to re-engage interested users and increase conversion rates.

Results & Recommendations

After executing this strategy, we closely monitored performance metrics and analyzed data to ensure continuous improvement.

Moving forward, we recommend:


- Ongoing optimization of marketing campaigns.
- Experimenting with new digital marketing techniques.
- Strengthening content strategies to maximize audience engagement and conversions.






PENCILPLAN CONTENT CALENDER



محتوي مارس						
جمعة	سبت	أحد	اثنين	ثلاثاء	أربعاء	خميس
	1 رمضان	2 هشام	3	4 اسماء	5	6 ياسمين
7 فيديو أسماء	8	9 امنية	10	11 اسماء	12	13 مصطفى
14 فيديو مصطفى	15	16 مها	17	18 ياسمين	19	20 هشام
21 فيديو ياسمين	22	23 امنية	24	25 اسماء	26	27 مها
28 فيديو ياسمين	29	30 ياسمين	31	1 ابريل اسماء		3 ابريل مصطفى



محتوي فبراير						
جمعة	سبت	أحد	اثنين	ثلاثاء	أربعاء	خميس
	1	2 هشام	3	4 اسماء	5	6 امنية
7 فيديو مها	8	9 ياسمين	10	11 اسماء	12	13 مصطفى
14 فيديو هشام	15	16 امنية	17	18 اسماء	19	20 مها
21 فيديو اسماء	22	23 هشام	24	25 اسماء	26	27 مصطفى
28 فيديو ياسمين						

Date & Time	Type	Format	Yasmine CONTENT	Platform	Subject	paid or organic	Hashtags	Links
9 FEB	Awareness	Text +image	<p>Looking to Achieve Sustainable Growth for Your Business?</p> <p>If you're an ambitious entrepreneur striving to lead your industry, our digital marketing and business consultancy services are the key to unlocking your success.</p> <p>✅ Why Choose Us?</p> <ul style="list-style-type: none"> We help you build a strong and loyal customer base. Provide effective strategies to manage and grow your business. Support you in financial planning to ensure consistent growth. <p>✅ What We Offer:</p> <ol style="list-style-type: none"> Innovative digital marketing strategies tailored to your business. Business consultancy services to enhance performance and achieve your goals. Custom plans to help you stay ahead in a competitive market. <p>Don't let challenges hold you back—contact us today and start turning your vision into reality!</p> <p>✉ Schedule your consultation now!</p>	Facebook LinkedIn Instagram	Take your business to the next level!	Organic post	#digitalmarketing #marketing #socialmedia #branding #advertising #contentmarketing #seo #marketingstrategy #marketingtrends	
6 MAR	Engagement	Info graphic links	<p>📖 Got plenty of ideas but don't know where to start? Or looking for tools to help you achieve your goals effortlessly and professionally?</p> <p>🔗 Discover Pencilplan—your ultimate guide to creativity and business growth. Find everything you need to grow your business, develop your ideas, and achieve your goals step by step! 🚀</p> <p>👉 Click the link now and contact us for more details: https://linktr.ee/Pencilplan</p>	Facebook, LinkedIn, Insta, X	Check the link and contact us	Organic post	#digitalmarketing #marketing #socialmedia #branding #advertising #contentmarketing #seo #marketingstrategy #marketingtrends	
28 FEB	Awareness	Video	<p>With Pencilplan unlock the potential of your business today!</p> <p>https://ai.invideo.io/watch/HMxKc70Afxu</p>	Facebook, LinkedIn, Insta, TikTok	Make your dreams happen with Pencilplan	Organic post	#digitalmarketing #marketing #socialmedia #branding	https://ai.invideo.io/watch/HMxKc70Afxu
21	Awareness	Video	Discover how Pencilplan can elevate your business.	Facebook,	Get starting		#digitalmarketing	https://ai.invideo.io/watch/HMxKc70Afxu

MAR			https://ai.invideo.io/watch/HMxKc70Afxu	LinkedIn , Instagram, TikTok	with Pencilplan		#marketing #socialmedia #branding #advertising	
18 MAR	Testimonial	Text Image		Facebook, LinkedIn Insta,	Octopus			
30 MAR	Engagement	Text +Image	<p>Take Your Business to the Next Level!</p> <p>As an entrepreneur, achieving growth and staying ahead in your industry requires more than just hard work—it takes smart strategies and expert guidance.</p> <p>✅ Here's How We Can Help:</p> <ul style="list-style-type: none">• Build a strong digital presence to attract and retain customers.• Gain actionable insights into managing and expanding your business.• Develop customized plans for long-term financial success. <p>Our digital marketing and business consultancy services are designed to empower you with the tools and strategies you need to thrive in a competitive market.</p> <p>Success starts with the right partner. Let's grow together!</p> <div></div> <p>✉ Contact us now to start your journey!</p>	Facebook, LinkedIn	Take Your Business to the Next Level!	Organic	#digitalmarketing #marketing #socialmedia #branding#advertising #contentmarketing #seo #marketingstrategy #marketingtrends	


Date & time	Type	Format	ASMAA CONTENT	Platform	Subject	paid or organic	Hashtags	Links
4 FEB	Educational	Text +image	 <p>#ماتغلطش_غلطتى وركز على المحتوى مش الأرقام</p>	Facebook, LinkedIn, Instagram	Emphasize the importance of content quality and its impact on real numbers like engagement and sales, rather than focusing on immediate metrics like likes.	organic	#digitalmarketing #marketing #socialmedia #branding #advertising #contentmarketing #seo #marketingstrategy #marketingtrends	
11 FEB	Educational	Text +image	 <p>#ماتغلطش_غلطتى اتعامل مع جمهورك ك بشر مش أرقام</p>	Facebook Linked in Instagram	Enhance genuine human interaction and communication with your audience, which builds strong trust and relationships with followers.	organic	#digitalmarketing #marketing #socialmedia #branding#advertising #contentmarketing #seo #marketingstrategy #marketingtrends	
21 FEB	Awareness	Video	Turn ideas into videos AI video creator InVideo AI	Facebook, LinkedIn Instagram TikTok	Unlock Marketing Success: Know Your Audience!	organic		Turn ideas into videos AI video creator InVideo AI
18 FEB	Educational	Text +image	 <p>#ماتغلطش_غلطتى ماتبالغش فى الاعلانات</p>	Facebook LinkedIn Instagram	Encourage a well-thought-out advertising strategy and testing the real audience, providing better results at a lower cost.	organic	#digitalmarketing #marketing #socialmedia #branding#advertising #contentmarketing #seo #marketingstrategy #marketingtrends	
25 FEB	Educational	Text +image	 <p>#ماتغلطش_غلطتى ماتنشرش لمجرد النشر</p>	Facebook LinkedIn Instagram	Highlight the importance of having a purpose for each post, which enhances the page's quality and increases engagement and credibility.	organic	#digitalmarketing #marketing #socialmedia #branding#advertising #contentmarketing #seo #marketingstrategy #marketingtrends	
4 MAR	Educational	Text +image		Facebook LinkedIn, Instagram	Encourage building a sustainable and long-term audience instead of looking for immediate and quick results.	organic	#digitalmarketing #marketing #socialmedia #branding#advertising #contentmarketing	

			#ماتغلطش_ غلطتى اصبر الصبر مفتاح الفرج				#seo #marketingstrategy #marketingtrends	
7 MAR	Awareness	Video	Turn ideas into videos AI video creator InVideo AI	Facebook LinkedIn Instagram TikTok	Transform Your Business with Pencilplan Digital Marketing!	organic		Turn ideas into videos AI video creator invideo AI
11 MAR	Educational	Text image	 <p>#ماتغلطش_ غلطتى ماتقلدش حد تانى</p>	Facebook LinkedIn Instagram	Encourage uniqueness and innovation, making the brand distinct and attractive thanks to its unique personality and ideas.	organic	#digitalmarketing #marketing #socialmedia #branding#advertising #contentmarketing #seo #marketingstrategy #marketingtrends	
25 MAR	Educational	Text image	 <p>#ماتغلطش_ غلطتى اتعلم اساسيات التسويق قبل ما تبدأ</p>	Facebook LinkedIn Instagram	Emphasize the importance of learning and planning, leading to organized and effective content that aligns with algorithms.	organic	#digitalmarketing #marketing #socialmedia #branding#advertising #contentmarketing #seo #marketingstrategy	
1 APR	Engagement	Text	<p>Special January Revolution Offer from Pencilplan Digital Marketing! 🌟</p> <p>Want to hit your marketing goals with less cost and better results? 😊 Come and enjoy the benefits of Pencilplan Digital Marketing! 🚀</p> <p>💎 Save Time and Effort: We offer you easy and reliable tools to get the most out of your marketing efforts. 💎 Advanced Analytics: Gain comprehensive and accurate insights into your campaigns to see what's working and what needs tweaks. 💎 Continuous Support: Our expert Pencilplan team is always ready to help you achieve your goals. 💎 Customized Campaigns: We provide marketing campaigns tailored to your unique needs and objectives. 🎉 Special January Revolution Discount: Get 20% off your monthly subscription now!</p> <p>Don't miss out! Subscribe now and enjoy all the benefits Pencilplan Digital Marketing has to offer. 🌐</p>	Facebook LinkedIn	Save time and effort 💎 Advanced analytics 💎 Continuous support 💎 Customized campaigns	organic	#digitalmarketing #marketing #socialmedia #branding#advertising #contentmarketing #seo #marketingstrategy #marketingtrends	

Date & time	Type	Format	OMNIA CONTENT	Platform	Subject	paid or organic	Hashtags	Links
6 FEB	Awareness	image post	<p>"مع بنسل بلان منشيلش أي هم. مع بعض هنرسم منحني النجاح . Let's create your growth curve together!</p> 	Facebook, Instagram	Transform your business stress into success with Pencilplan	organic	#DigitalMarketing #MarketingSuccess #SocialMedia #BusinessGrowth #PencilPlan #Branding #MarketingStrategy #ContentMarketing	
16 FEB	Engagement	GIF Post	<p>Overwhelmed by endless tasks and tight deadlines? Let Pencilplan transform your chaos into clarity and help you achieve your goals. 💡 Together, we'll turn your 'What should I do?' into 'I made it!' Contact us today to start your journey toward success!"</p> 	Instagram, Facebook, LinkedIn	Together, we'll turn your 'What should I do?' into 'I made it!'	organic	#TimeManagement #BusinessGrowth #MarketingSolutions #PencilPlan #DigitalMarketing #BrandSuccess #StressFreeWork #MarketingStrategy	
9 MAR	Engagement	Carousel Post	<p>https://drive.google.com/file/d/16CBkpaMoZ0yDZG01E2O6KxWQm-Mpt3qY/view?usp=sharing</p>	Instagram, Facebook	With Pencilplan No Room for Judgments	organic	#digitalmarketing #contentcreation #branding #marketingstrategy #socialmedia #creativdesign #advertising #businessgrowth	
28 MAR	Awareness	video	<p>Why Pencilplan not anything else?!</p> <p>https://drive.google.com/file/d/1CA4wof1eIo09NjZwB2yq5KJT3oUFM51D/view?usp=drive_link</p>	Instagram, TikTok, Facebook, LinkedIn		organic	# #branding #socialmedia #advertising #businessgrowth #contentmarketing	
23 MAR	Testimonial	Text Image		Facebook, LinkedIn	SA design			

Date & time	Type	Format	Hesham CONTENT	Platform	Subject	paid or organic	Hashtags	Links
2 FEB	Engagement	Image post	<p>storytelling! هنوصلك عن طريق الـ التسويق دلوقتي مش مجرد بوستات على فيسبوك، أنت محتاج تعرف تحكي قصتك وتأثر في العملاء عشان يوصلوا لإنهم يثقوا فيك 🌟. وفي شركتك، ويشتروا منتجك وهما عارفين القصة وراه يعرفوا يوصلوا فكرتك وقصة البراند بتاعتك عن طريق الـ content creators بتقدمك فريق pencilplan وعشان كدة #marketing المميز لأخر كلمة فيه storytelling كلمنا دلوقتي على 201061235689</p> 	Facebook Instagram		organic	#digitalmarketing #marketing #socialmedia #branding #advertising #contentmarketing #seo #marketingstrategy #marketingtrends	
14 FEB	TESTIMONIAL	VIDEO	ANDRIA LA BAIAVIDEO FEEDBACK					
23 FEB	Educational	Image post	<p>تعرف أن 73% من الشركات اللي بتستعين بوكالات تسويق ، بتحقق عائد كبير واستثمار أكبر من الشركات اللي فيها قسم تسويق داخلي؟ 😊</p> <p>وده بسبب أن وكالات التسويق خبرتها بتكون أكثر لأنها اتعاملت مع براندات أكثر وواجهت عقبات ونجاحات أكثر ففادرة إنها تلاقي حلول للمشاكل أسرع وكمال جربت أكثر من استراتيجيات وطرق وتكنيكس فخيرتها بتكون أكبر وأعمق بكثير.</p> <p>وبسبب كدا او عى تتردد إنك تتواصل مع ايجنسي تساعدك في التسويق لإنك هتتجح بسببها اتواصل معانا دلوقتي ويلا نبدأ نجاح جديد: 201061235689</p> 	Facebook Instagram		organic	#digitalmarketing #marketing #socialmedia #branding#advertising #contentmarketing #seo #marketingstrategy #marketingtrends	
2 MAR	Awareness	Image post	<p>هتمشي بالبركة</p> <p>طبعا فكرة إنك تفتح بزنس وتقول "هتمشي بالبركة" دي مش دايما تكون الحل الأمثل. لما تفكر تعمل مشروع خاص بيبك، مينفعش تفتحه من غير ما تعمل دراسة شاملة وتفهم السوق اللي هتدخله. التسويق مش مجرد مصاريف إضافية، ده استثمار في نجاح مشروعاتك.</p> <p>لازم تعمل خطة تسويقية محترمة عشان تفهم المنافسين اللي قدامك، وتحدد الفرص اللي ممكن تستغلها، والتحديات اللي ممكن تقابلها. كده هتكون مستعد لأي حاجة وتقلل نسبة الخسارة</p> <p>عشان نساعدك نرسم معاك الخطة دي من الأول، ونوصل معاك لبر الأمان. "pencilplan" فمتترددش تكلم . احنا مع بعض هنوصل لمكان كويس بإذن الله</p> 	Facebook Instagram		organic	#digitalmarketing #marketing #socialmedia #branding#advertising #contentmarketing #seo #marketingstrategy #marketingtrends	
20 MAR	Engagement	Image post	<p>تمسكك الشغل؟ marketing agency صاحب عيادة أو مركز طبي وعازي</p> <p>لأن عندنا فريق تسويق محترف ومهارات البحث عنده قوية، يعني كل معلومة طبية هيبقى عارفها pencilplan بيبقى عليك وعلى 🌟. كويس وعنده علم بيبها</p> <p>Get in touch with us: 201061235689</p> 	Facebook Instagram		organic	#digitalmarketing #marketing #socialmedia #branding #advertising #contentmarketing #seo #marketingstrategy #marketingtrends	

Date & time	Type	Format	MAHA CONTENT	Platform	Subject	paid or organic	Hashtags	Links
20 FEB	Awareness	Gif	<p>مشروعك بيمر بأزمة بعد سنين من النجاح، لكن حاسس إنك مش فاهم الغلطة فين؟ محتاج نظرة جديدة تشوف المشكلة وتُرجعك على طريق النجاح؟</p> <p>مع Pencilplan، إحنا هنا علشان نكون "العين" اللي قلبها عليك! هنعقد المشكلة بدقة.</p> <p>نقدم حلول تسويقية مبتكرة.</p> <p>نقترح استراتيجيات فعالة تحقق أهدافك.</p> <p>رجّع مشروعك لنجاحه مع فريقنا المُتخصص، لأن مع Pencilplan، النجاح مضمون وأنت في أمان.</p> <p>📌 خليك مستعد لرحلة نجاح جديدة!</p>	Facebook, LinkedIn, Insta, TikTok	"العين" Pencilplan عليك قلبها اللي لرحله مستعد خليك! جديدة نجاح	Organic	#digitalmarketing #marketing #socialmedia #branding #advertising #marketing #seo	
16 MAR	Engagement	Info graphic	 <p>Pencilplan: دليلك لتحقيق النجاح</p> <p>كل براند له حكاية، وكل خطوة لبنا دور. من لحظة اختيار الهوية البصرية وتصميم الألوان والشعار، إلى لحظة إطلاق البراند ومشاركته مع العالم، وحتى متابعة انتشاره وتحقيق التأثير في السوق.</p> <p>، ماشيين معاك خطوة بخطوة، بنرسم معاك قصة النجاح.PencilPlan في بنؤمن إن نجاحك هو نجاحنا، ودائماً موجودين علشان ندعمك.</p> <p>ابدأ رحلتك مع بينسل بلان اليوم!</p>	Facebook LinkedIn Insta, TikTok	Pencilplan دليلك النجاح لتحقيق	Organic post	#digitalmarketing #marketing #socialmedia #branding#advertising #contentmarketing #marketingstrategy #marketing#seo	
7 FEB	Engagement	Video	<p>🤖 هل تبحث عن أفكار تسويقية تُحدث الفرق؟</p> <p>، نحن نؤمن بأن الإبداع هو المفتاح لفتح أبواب النجاح! ✍️Pencilplan في سواء كنت ترغب في بناء هوية علامتك التجارية من الصفر، أو إطلاق حملة إعلانية لا تُنسى، فنحن هنا لتحويل رؤيتك إلى واقع استثنائي.</p> <p>💡 ماذا نقدم؟</p> <ul style="list-style-type: none"> ✓ تصميم استراتيجيات تسويقية مبتكرة ✓ إدارة الحملات الإعلانية على مختلف المنصات ✓ تصميم هوية بصرية تعكس شخصيتك ✓ محتوى جذاب ومخصص لجمهورك <p>🇪🇬 لماذا تختارنا؟</p> <p>لأننا نفهم أن كل علامة تجارية لها قصة فريدة تستحق أن تُروى بأفضل صورة. نحن لا نقدم حلولاً جاهزة، بل نصنع استراتيجيات مصممة خصيصاً لتناسب أهدافك.</p> <p>🖋️Pencilplan! دع قلم الإبداع يرسم مستقبلك مع 🔗 للتواصل معنا</p>	Facebook LinkedIn Insta, TikTok	يرسم الابداع قلم دع مع مستقبلك Pencilplan	Organic post	PencilPlan #DigitalMarketing #BusinessDevelopment #BusinessPlanning #SocialMediaMarketing #Branding #Advertising #ContentMarketing #SEO #MarketingStrategy #MarketingTrend	

27 MAR	Branding	Info graphic	<p>🌟 !Celebrating Success 🌟</p> <p>We’re thrilled to share our latest achievement: helping our client transition seamlessly from the 🚀 .introduction stage to the growth stage of their business</p> <p>Let us help you write your own success story. With Pencilplan, your pathway to success is just a !step away</p> <p>.Contact us today and start transforming your ideas into impactful results 📞</p>	Facebook, Instagram	Transform your business stress into success with PencilPlan	organic		
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Date & time	Type	Format	Moustafa CONTENT	Platform	Subject	paid or organic	Hashtags	Links
13 FEB	Awareness	text Image	Strong identities build strong businesses! 🌟 Let Pencilplan shape yours.	Facebook LinkedIn sta,	Turn your vision into action with Pencil Plan	Organic		
27 FEB	Educational	text Image	The Largest Marketing Formula Every Business Needs to Know In any given market: 3% of customers are ready to buy now. 17% are gathering information (potential leads). 20% are aware of a problem but not ready to act. 60% don't even know they have a problem. 🎯 The BIG MISTAKE many businesses make: Treating every lead as if they're in the 3% ready-to-buy category. 💡 The Opportunity: Focus on the 17% & 20%! By educating and nurturing them: Help the 17% better understand their needs. Guide the 20% to recognize and prioritize their problems. With the right approach, you can move them into the 3% ready-to-buy zone. 📌 Key Takeaway: Your content strategy should build awareness, provide value, and guide potential customers through the journey—not just push for the sale. Are you focusing on the 17% and 20% in your marketing? Let's discuss! 🙋	Facebook LinkedIn		Organic		
13 MAR	Education	text Image	عشان تحقق نجاح أكبر في زيادة المبيعات والاحتفاظ بعملائك، لازم تفهم رحلة العميل وتطبق (Sales Funnel) استراتيجية فعالة باستخدام قمع المبيعات 🛒 🌟 Sales Funnel! إيه هو 📌 هو نموذج بيوضح رحلة العميل بداية من معرفته بمنتجك أو خدمتك لأول مرة لحد ما ياخذ قرار الشراء. بيتقسم لـ 3 مراحل أساسية 1 Cold Audience >>> (Awareness) مرحلة الوعي 1 دي اللحظة اللي العميل يعرف فيها منتجك لأول مرة. المراحل هنا العميل لسه بتصفح ويشوف إعلان أو محتوى لفت انتباهه: (Visit) استكشاف يبدأ يعمل بحث ويظهر اهتمام أكثر بخدمتك أو منتجك: (Lead) عميل محتمل 2 Warm Audience >>> (Consideration) مرحلة الاعتبار 2 المراحل: (USP) العميل بدأ يقارن بينك وبين المنافسين ويشوف نقاط قوتك مثل القيمة المضافة الفريدة اقتنع بمميزات منتجك أو خدمتك: (MQL) عميل مؤهل تسويقياً	Facebook LinkedIn	The largest marketing formula Sales funnel	Organic	digitalmarketing# marketing# socialmedia# branding # #advertising contentmarketing# seo # #marketingstrategy marketingtrends#	

			<p>جاهز إنه يتحول للشراء بعد اقتناعه باستراتيجيتك (SQL) عميل مؤهل للبيع</p> <p>Hot Audience >>> (Decision) مرحلة القرار 3</p> <p>والعوامل التي بتساعده (Opportunity) !هنا العميل بيقدر يشتري</p> <p>(CTAs) ودعوات واضحة للتفاعل (Offers) عروض مميزة</p> <p>مثل تقييمات العملاء وتجاربهم عشان يطمئن Social Proof محتاج</p> <p>(Lifetime Customer) تابع العميل بعد الشراء وقدم له تجربة مميزة عشان يتحول لـ عميل دائم</p> <p>لنجاح استراتيجيتك Pencilplan نصائح💡</p> <p>Sales Funnel قدم محتوى تعليمي يفيد العميل في كل مرحلة من ✓</p> <p>افهم السوق وحدد الجمهور المستهدف بدقة ✓</p> <p>حافظ على عملائك بعد الشراء من خلال خدمة عملاء ممتازة ✓</p> <p>!باحترافية، وتوصل لنتائج مبهرة Sales Funnel ، هنساعدك تطبق كل خطوة منPencilplan مع🚀</p> <p>مستنيينك تخطو خطواتك التالية معان</p>					
1 APR	engagement	text Image	<p>Let’s Work Together to Build Your Business Success! 🌟</p> <p>At Pencil Plan, we provide expert business and marketing consultancy to help you craft strategic roadmaps, optimize your marketing efforts, and achieve sustainable growth. Whether you're a startup or an established business, we’re here to turn your vision into reality.</p> <p>📊Business Planning 📈Marketing Strategy 💡Growth Consulting</p> <p>Let’s collaborate and take your business to the next level!</p>	Facebook LinkedIn Insta,		Organic	digitalmarketing# marketing# socialmedia# branding # #advertising contentmarketing# seo # #marketingstrategy marketingtrends#	

The KPIs that will be used to measure the success of the campaign

1. Reach & Visibility

Impressions: Total number of times your content is displayed.

Reach: Number of unique users who saw your content.

Followers Growth: Increase in social media followers during the campaign.

Share of Voice (SOV): Your brand's mentions compared to competitors.

2. Engagement Metrics

Engagement Rate: $(\text{Likes} + \text{Comments} + \text{Shares} + \text{Saves}) \div \text{Impressions} \times 100\%$

Shares & Retweets: Indicates how much users are spreading your content.

Mentions & Tags: Number of times users mention your brand.

Video Views & Watch Time: Important for video-based campaigns.

3. Brand Recall & Sentiment

Brand Mentions: How often your brand is mentioned in social conversations.

Sentiment Analysis: Whether mentions are positive, neutral, or negative.

Surveys & Polls: Direct feedback on brand recall and perception.

Prototype design for campaign

